

**East Beach Harbor Mixed Use Waterfront District
General Plan Amendment
Adopted March 28, 2006 Ordinance Number 42,217**



Acknowledgements

The City of Norfolk acknowledges the following work products for its significant contributions to the development of the *General Plan* amendment and related zoning ordinance amendment to create the East Beach Harbor Mixed Use Waterfront District:

East Beach Harbor Mixed Use Waterfront District Development Guidelines, Urban Design Associates, January, 2006. Illustrative drawings and other graphics by Urban Design Associates were also used in the *General Plan* amendment.

Ocean View Corridor Study, Urban Design Associates with LaQuatra Bonci Associates and Economics Research Associates, January 22, 2002.

An Evaluation of Development and Redevelopment Opportunities in the Willoughby/Ocean View Area of Norfolk, Virginia, A Panel Advisory Service Report, The Urban Land Institute , November 15-20, 1987.

Background:

The purpose of the East Beach Harbor Mixed use Waterfront District is to continue revitalization efforts initiated in Ocean View since the 1980's by creating a mixed use, urban center adjacent to the waterfront. A Master Plan for Ocean View was enacted in 1988 as a result of recommendations provided by the Urban Land Institute. This plan proposed a series of high quality, visible, residential developments that take advantage of the waterfront to improve the image and marketability of Ocean View within the city and region. Early redevelopment plans resulted in the neighborhoods of Pinewell-by-the Bay, Bay Oaks Place, and Cottage Place to name a few. The most recent redevelopment project, East Beach, with over 700 new units of housing, is firmly establishing Ocean View as a premier address for the City.



To continue revitalization efforts, an Ocean View Corridor Study was completed in January 2002 which provides a framework for future improvements to 2011. This study identified the need to create housing for a broader range of incomes, to build higher quality amenities that include retail uses and improved park connections, and to develop a series of village centers that promote a pedestrian friendly environment.

The market study conducted as part of the corridor study supported the establishment of village centers to improve the commercial viability of Ocean View and to provide an amenity for adjacent neighborhoods. These centers would be developed with a unique character and include a mix of uses adjacent to the waterfront. The plan identifies the gateways to Ocean View at Shore Drive/Pretty

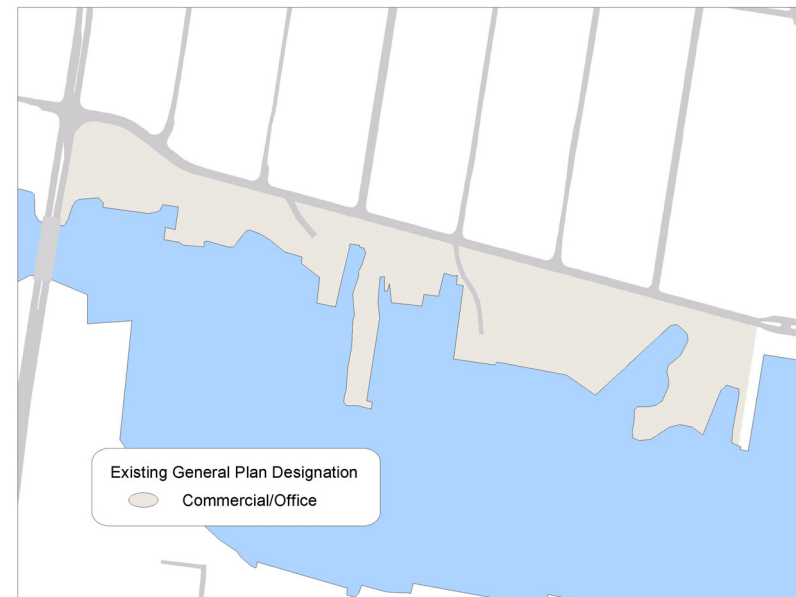


Lake Avenue, Granby Street and Fourth View as the locations with the most potential for these concentrations of mixed uses. Because of their key location in Ocean View, these village centers would create destination places enjoying access to the regional market.

Additional work conducted by the City's Urban Design Consultant, UDA Architects, in 2005/2006 has further refined the village center concept for the Shore Drive/Pretty Lake Avenue area. Renamed East Beach Harbor, this area includes property south of Pretty Lake Avenue to the northern edge of Fishermans Cove (Pretty Lake) bounded by Shore Drive Bridge to the west and Bay Point Marina to the east. This area encompasses approximately 15 acres. In essence, East Beach Harbor is intended to build upon the development momentum established by the various redevelopment projects occurring in Ocean View by creating its own special mixed use district with uses complementary to those in East Beach, appealing to the broader market, and embracing and celebrating the waterfront.

Land Uses

Currently this area includes several marinas, a boat storage facility, and a waterfront restaurant. The General Plan of Norfolk, 1992, identifies this area for primarily commercial and office space with limited open space adjacent to the Shore Drive Bridge. East Beach Harbor is currently zoned I-4, Waterfront Industrial District. The zoning district permits water-dependent activities and outdoor storage. The pattern of predominantly lower density industrial uses and boat storage along the waterfront fails to capitalize on its full potential of this prime waterfront location. The creation of a new mixed-use waterfront development district including residential, commercial, and some office uses with direct visual and physical connections to the waterfront will promote the area as a special place to live and visit.



District Character Areas

The basis and underlying appeal for development of the East Beach Harbor Mixed Use District is its adjacency to the neighborhoods of East Beach and Fishermans Cove (Pretty Lake). For these reasons, this area is attractive to boaters, residents, neighbors and visitors. It is the desire to promote this new district as an extension of the East Beach community through the use of complementary building design, similar streetscape features, and by promoting view corridors and access to the waterfront. In doing so, the new district becomes grounded in the context of the city. Two distinct character areas are proposed for the East Beach Harbor district: The East Beach Character area and the Harbor Character area. Although very similar, each area has separate development standards reflected in the Zoning Ordinance to guide redevelopment in the area.



East Beach Character Area

The East Beach Character Area is envisioned to be a vibrant mixed use district connected to the image of sailing and the water. Buildings with residential units over retail, office, and restaurants line Pretty Lake Avenue and provide a lively public experience. Until recently, most blocks in Norfolk and other cities have been built in small increments over time, creating a richness of “street wall” character that comes with many individual contributions to the creation of the city. Current development is often built in larger, more monolithic increments. These newer blocks can lose the richness and texture of the older city and are often unrelenting, horizontal, and boring. However, such a result is not inevitable; large buildings can be articulated into smaller more humanly scaled increments that contribute to an inviting environment.

Harbor Character Area

The unique character of the area provides opportunities for spectacular views of Fishermans Cove (Pretty Lake) and literally hundreds of moored boats. In keeping with its history as working waterfront, buildings within the Harbor Character Area shall be located with the primary massing and facade perpendicular to Pretty Lake Avenue to frame

important view corridors and open spaces accessible to the public. Buildings with primary massing and facades located parallel to Pretty Lake Avenue shall be lower in building height to preserve views from the sidewalks and buildings along the street.

Urban Design Principles

Land use and urban design principles have been developed to guide redevelopment in the two character areas of East Beach Harbor. Attention to detail in site planning and preparation of architectural plans is essential to maximize the development potential of the limited land area available. This will create the maximum beneficial impact for the property owners individually and collectively, the surrounding community, and this section of Norfolk.

Principle 1: Promote development in a “village center” scale

Development is encouraged to create an urban village context wherein parking is considered secondary to building architecture and land use. Parking is located in the middle of the block and surrounded with buildings that have active uses. Parking in some cases will need to be on the ground floor of multi-story buildings but should be screened from public view to the maximum extent possible. Access into interior parking should be provided from a drive off Pretty Lake Avenue and directly from the street.

Building heights are regulated to help control the form and character of public spaces. The scale of the East Beach neighborhood to the north of Pretty Lake Avenue is extended into the East Beach Harbor Mixed-Use Waterfront District along the north-south Bay streets terminating at Pretty Lake Avenue. The heights are proportional to the street widths and form intimate, pedestrian-friendly streets and views which are in character with the attached unit buildings of East Beach.

Principle 2: Build Upon the Architectural Traditions of the Waterfront and East Beach

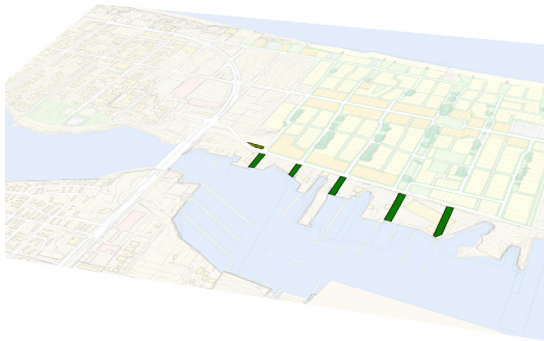
East Beach Harbor will build upon the character of traditional Tidewater waterfront architecture as well as the character of East Beach itself. Three building types are recommended for East Beach Harbor: mixed use buildings, townhouse buildings, and wharf buildings. Although the massing of these building styles varies, similar design themes are recommended for each. Proportion in building design is emphasized in terms of defining a base, middle and top. Windows should be classically proportioned for all building types. Windows and glass should make up a large percentage of the building's facade.

The design of the buildings shall be unique and interesting from block to block. The goal is to establish the look of a series of individual buildings although the building itself could be in a long building form. This can be accomplished through a change in plane, material or roof treatment. The building design should include common design elements utilized in East Beach which can include a variety of porches, bay windows, balconies, canopies, and roof elements. These elements would vary depending on the uses within the buildings.

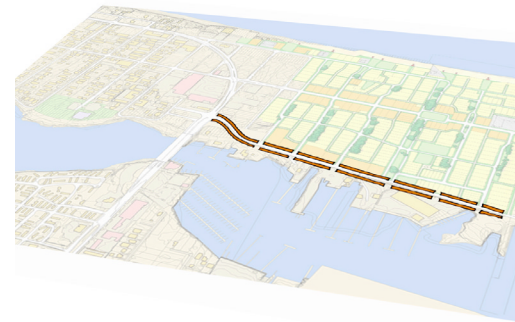
For each building type, the primary goal of the architectural design is to create beautiful public spaces, each of which will become a unique address within the city and the region. Design guidelines have been established for the three building types within the district and are included in a separate document to help guide development in the area.

Principle 3: Enhance the Character of Public Spaces

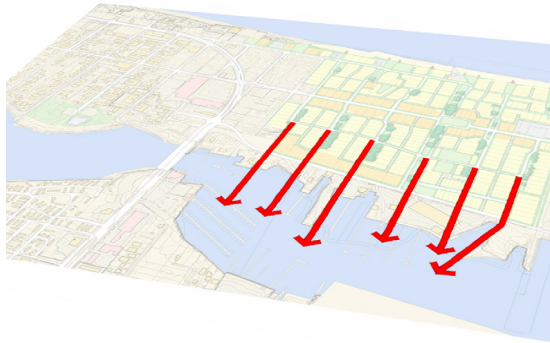
Good urban design and planning celebrates a community's assets. Fishermans Cove (Pretty Lake) is East Beach Harbor's greatest asset. Promoting the view and access to the waterfront not only makes good sense for urban design reasons but for economic ones as well. Providing open space linkages and connections contribute to a community's livability and desirability which in turn maximizes and protects real estate values. The design strategies for promoting public open space include:



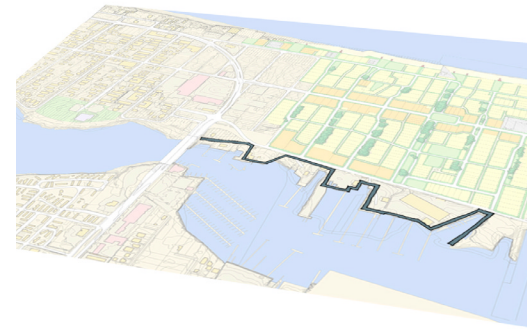
Special Open Spaces – Developments that incorporate public spaces and walkways provide access to the waterfront for residents, visitors, and boaters. A combination of waterfront promenades, plazas and greens provide a variety of experiences.



Street Network – Pretty Lake Avenue will be the main street for this area. It will have ample sidewalks and will be lined with active uses. Pedestrian crossings shall be provided at appropriate locations to connect with the north-south streets of East Beach.



View Corridors – The neighborhood Bay streets of East Beach offer rich visual connections to Fishermans Cove (Pretty Lake). Where the Bay streets terminate at Pretty Lake Avenue, public access is encouraged on the south side and to provide a limited drive aisle to provide access to the interior block parking. The access ways may also serve as addresses for development.



Pedestrian Linkage along the Waterfront - A continuous public open space system or walkway along or near the waterfront is fundamental to promote access to and appreciation of Fishermans Cove (Pretty Lake).

General Plan Amendment

As previously mentioned, The General Plan of Norfolk, 1992, identifies this area for primarily commercial and office space with limited open space adjacent to the Shore Drive Bridge. The proposal is to change the land use designation in the area defined as East Beach Harbor to mixed use which will include a combination of residential, limited office, retail, and marina uses. Land use and urban design principles have been developed to guide redevelopment efforts in East Beach Harbor. These principles include: promoting development in a “village center” scale, building upon the architectural traditions of the waterfront and East Beach, and enhancing the character of public spaces. Reflection of these principles in plans prepared by owners seeking to develop their properties is deemed most important for the long term success of East Beach Harbor. The zoning district developed to guide land use development in accord with this plan should emphasize adherence to the development principles while recognizing the opportunities and constraints of individual parcels of land.

